



# Law Firm DLA Piper – Exclusive Legal Advisor to the Swedish Ski Association



Erik Selander  
Senior Counsel, Lawyer

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**Law firm DLA Piper has been a legal advisor to the Swedish Ski Association for some time. Now their collaboration also includes cross-country skiing.**

“We welcome DLA Piper as a partner also for cross-country skiing. Their experience and leading-edge expertise in national and international law will be a great help for the Association”, says Ola Strömberg, Secretary General of the Swedish Ski Association.

DLA Piper has extensive experience from the media, sports and entertainment sector. The law firm has a dedicated group of lawyers, specialised in various areas of law, who also have knowledge of and an interest in sports and entertainment. DLA Piper has been a sponsor and legal advisor for a number of major competitions such as the Alpine World Ski Championships and several World Cup competitions.

“Sporting events of this magnitude set high requirements for dealing with the legal issues, which include everything from media and sponsorship matters to governance and sustainability issues. To choose a more sustainable path may seem complicated and requires more consideration at all stages, but sustainable events are of the utmost importance for lifelong sporting activities”, says Erik Selander, partner and lawyer at DLA Piper.

DLA Piper and the Swedish Ski Association have joint experience of working together in major championships. During that work, the parties saw the opportunity for using the power of major sporting events to gather, discuss and develop sustainability efforts in the future.

“Major sporting events generate enormous power. Interest builds over a long period of time, the eyes of the world are focused on an activity that is associated with entertainment and pleasure. There is an energy in major events that we must be able to channel and use to focus on other areas”, says Ola Strömberg.

Organisers of major sporting events have an opportunity to make a difference and they also want to leave something behind that makes our world a little better. The focus on alpine and cross-country skiing is to learn to see the opportunities, to create winning events using smart and effective law.

“Our collaboration with the Swedish Ski Association is part of DLA Piper’s investment in sports and event law, we have extensive experience in legal advisory services for major championships internationally. To be part of these major events also makes us an attractive employer. During the past year we have worked a lot with Ski Team Sweden Alpine, which has been very rewarding and informative. It is interesting to see how acquired industry know-how really makes it easier to do a good job and then the relationship also becomes much more enjoyable”, says Erik Selander.

“To have a partner that understands our industry and the reality we live in is crucial in many situations. And in addition to come up with ideas for how we can improve what we offer is icing on the cake”, concludes Kalle Olsson Bexell, Marketing and Communications Manager at Ski Team Sweden Alpine.

*DLA Piper was a sponsor and legal advisor of the World Cup company Åre 2019 for the Alpine World Ski Championships and the Alpine World Cup Finals in 2018, as well as a sponsor of three World Cup competitions in parallel slalom in Hammarbybacken. Clients include several sports clubs and associations, as well as sponsors, producers and distributors of media rights for sports events.*

**For more information, please contact:**

Ola Strömberg, Secretary General of the Swedish Ski Association

E-mail: [ola.stromberg@skidor.com](mailto:ola.stromberg@skidor.com)

Telephone No.: 70 811 99 06

Sara Nordgaard, Marketing Manager DLA Piper Sweden KB

E-mail: [sara.nordgaard@dlapiper.com](mailto:sara.nordgaard@dlapiper.com)

Telephone No.: +46 70 732 20 16

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